



Form Versus Function: How the Intensities of Specific Emotions Evoked in Functional Versus Hedonic Trade-Offs Mediate Product Preferences

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Web Appendix

Laptop Stimuli Used in Experiment 2

Laptop A	Laptop B
 <p data-bbox="259 1428 649 1470">High Style and Attractiveness</p>	 <p data-bbox="844 1480 1234 1522">Low Style and Attractiveness</p>
Functional Features	Functional Features

<u>Processor speed:</u> 128 MHz	<u>Processor speed:</u> 512 MHz
<u>Hard drive memory:</u> 10 GB	<u>Hard drive memory:</u> 20 GB
<u>Battery Life:</u> 8 Hours	<u>Battery Life:</u> 24 Hours
Low Functionality	High Functionality

Notes: The same stimuli were used in Experiment 3, except that the hedonic attributes were also quantified with star ratings. Laptop A was given a “four-star” rating on hedonics, but Laptop B was given a “two-star” rating on this dimension.